

**Statement of Joe Uva
Chief Executive Officer
Univision Communications Inc.
Before the
Committee on Energy and Commerce
Subcommittee on Telecommunications and the Internet
United States House of Representatives
Hearing on
The Digital Television Transition
October 31, 2007**

Good morning Chairman Markey, Ranking Member Upton, and Members of the Subcommittee, my name is Joe Uva. I am the Chief Executive Officer of Univision Communications Inc., the largest Spanish-language media company in the country and the fifth largest broadcast network.

Our operations include the Univision Network, the most-watched Spanish-language broadcast television network in the U.S., reaching 99% of U.S. Hispanic Households; Univision Television Group, which owns 63 television stations in major U.S. Hispanic markets including Puerto Rico; and Univision Radio, the leading Spanish-language radio group, which owns 74 radio stations in 16 of the top 25 U.S. Hispanic markets, including 5 stations in Puerto Rico.

Hispanic Americans are more than our viewers, they are our constituents. Today is a new day at Univision, we are in the first few months of a new ownership, with new leadership and a new vision for the company. The company's changes in these past months are all part of a bold plan we are enacting to renew Univision.

We are privileged to inform and entertain the Hispanic American community – and that privilege comes with responsibility. In these past few months, you've seen us strive to meet that responsibility as never before.

You've seen it in our initiative to register Hispanic voters and to assist them in the path to citizenship.

You've seen it in our historic first-ever Spanish language Democratic presidential forum we hosted in Miami.

And you've seen it with the launch of our weekly public affairs program, *Al Punto*, bringing Hispanic audiences into the national Sunday morning conversation.

And you will continue to see this commitment on our air, with even more Washington-based correspondents who will help us expand our coverage of the national issues and bring them home to our viewers.

I am proud to say the relationship Univision has with its viewers is unique and fundamentally different than the other networks. This relationship is stronger and truer because people who invite this network and its programming into their lives give back an incredible measure of loyalty, affection and trust.

This mutual trust and commitment is the essence of the relationship Univision has with its audiences. Our viewers consider us to be a part of their community. And with good reason: from 2004 – 2006 alone, Univision contributed nearly \$850 million in cash and in-kind value to support the U.S. Hispanic community. We are on track to deliver similar annual value in 2007.

In continuing to earn this trust and meet our responsibilities to the community, we take seriously our part in ensuring the success of the digital television transition and in ensuring that our Hispanic viewers benefit from its results, rather than suffer its consequences by being left behind.

The impact of the digital transition on our viewers is of particular concern to us because nearly 28% of Hispanic households — and 43% of homes where Spanish is the primary language — watch TV only via over-the-air transmissions according to a 2005 National Association of Broadcasters report to the FCC.

Unfortunately, most Hispanics, particularly our non-English speaking viewers, are not informed about the digital transition and the impending analog cut-off date of February 17, 2009. Unless we use the time left to educate and inform viewers on how to prepare for the digital transition, a disproportionate number of Hispanic viewers will no longer be able to rely on over-the-air broadcasts for critical news, weather, local programming, and emergency updates.

Hispanics could be uniquely affected and we want to make sure that they're the best-educated segment of the population about what the analog cut-off date means and what they can do to prepare for it.

It is therefore with pride that I can say on October 1st, Univision became the first major network to launch a multi-platform public service ad campaign preparing our Hispanic television viewers for the analog to digital transition set for February 17, 2009.

Univision's campaign — Una Nueva Era: Television Digital (A New Era: Digital Television) — will air on our Univision and TeleFutura TV networks and Univision Radio.

Our campaign will use Univision's media assets to raise awareness and educate consumers about the digital transition, creating a clear and positive message promoted through on-air efforts enhanced by local community outreach efforts.

Our efforts go far beyond 30 second Public Service Announcements. They also will include a Web page, multiple 30-minute TV specials, local newscasts, local outreach events and we will promote a Spanish language toll-free telephone number that is being set up by the FCC and the Commerce Department's National Telecommunications and Information Administration.

Additional components of our campaign include offering our viewers general information on digital television and how to receive it. We will educate consumers on the NTIA's converter coupon program, including deadlines, to make sure our eligible viewers apply for, and redeem, their coupons in a timely manner. We also will provide Latinos with information on the resources and services available to assist them with the digital transition.

In addition, we will be working with retailers to help ensure that they have Spanish-language signage and in-store materials about digital TV in markets where there's a high-density Latino population.

Our education campaign's collaborative efforts will be teamed with national and local community based organizations well-situated to maximize the positive impact of our campaign. Univision will be working with the Hispanic Technology & Telecommunications Partnership, National Council of la Raza (NCLR), National Hispanic Council on Aging (NHCOA), and the National Association of Latino Elected and Appointed Officials (NALEO).

Sixteen months from now, our nation will take the final step in moving from analog and crossing over into the digital era of television broadcasting. While we still face many challenges, rest assured Univision is dedicated to doing its part to inform and prepare its viewers for that transition.

Chairman Markey, Ranking Member Upton, and Members of the Subcommittee, we look forward to working with you to ensure the digital transition takes place as planned and that its full benefits become a reality for all members of our national community. Thank you for inviting me to participate in this hearing, and I look forward to answering your questions.